



GOVERNOR'S ADVISORY COUNCIL ON AGING

MATURE WORKFORCE COMMITTEE MEETING MINUTES February 7, 2008

Council Members Present

George Evanoff (Chair), Kati Bates, William Engler, Joyce Finkelstein, Paul Herrmann, Marilyn Johnson, Doyle Meredith, Sharon McKinley, Bernadette Polley

Committee Participants Present

Todd Aahkus, Kathleen Bartolomei, Julie Castro, Dollie Chauvin, Dennis Cleveland, Jan Davie, Roger Forrester, Sharon Gartner, Joel Millman, JoAnne Musolf, Kathy Nyetrael, Carolyn Pitre-Wright, Maria Ramirez-Trillo, Margaret Slaughter, George Thorne

Council Staff Present

Melanie Starns, Shawn Trobia, Dan Plumhoff, Elsa Gaynor, Sylvia Chuka, Michelle Bouas (Council Volunteer)

Guests

Gayle Pincus

Call to Order, Welcome, Introductions, and Approval of Minutes

George Evanoff called the meeting to order at 12:05pm, asked for introductions, and approval of the meeting minutes from January 10 meeting. After introductions, Joel Millman asked that the January meeting minutes be corrected, on page 5, to say that he had distributed a *Planning Instruction & Guidance Letter* for the Senior Community Service Employment Program (SCSEP) State Plan. William Engler also asked that the minutes be corrected to show his name be listed in the section titled *Council Member*, rather than the Committee Participants section. *Joyce Finkelstein made a motion to approve the minutes, as corrected, and it was seconded by Roger Forrester. Motion passed unanimously.*

Action Items Follow-Up

Melanie Starns, Executive Director of the Council, provided the following updates:

- The Jobing.com agreement with the Governor's Advisory Council on Aging has been finalized and signed by both parties.
- It was reported that Ms. Shawn Trobia had provided the Governor's Conference Speaker Suggestion forms, via email, to the members of the Mature Workforce Committee. Several completed forms have been returned to the Council office.
- A Mature Worker logo design, which incorporates thicker lines for the logo that was previously approved by the committee, was presented to the group. Ms. Starns thanked the AZ Department of Commerce for its assistance in the

design presented. The newest design of the logo, as well as the original logo, was then passed around the room, and committee members were asked for their input.

- Ms. Starns noted that copies of the Executive Summary of the Arizona Mature Workforce Initiative could be found at the back table. This document may be of interest to participants who are new to the Mature Workforce Committee.

Conference Discussion – Mature Workforce Track

Mr. Evanoff provided the committee members with the most current handout of the session topics, content and suggested speakers' affiliations. Ms. Melanie Starns provided approximate conference registration fee information to the committee.

Ms. Starns updated the committee on the planning for the pre-conference intensive for the Mature Workforce track, which is being sponsored by the Arizona Community Foundation and the Virginia G. Piper Charitable Trust. The pre-conference session of the Mature Workforce Track will focus on civic engagement (un-paid work) of mature workers. It was noted that Marc Freedman has been invited to speak at the session.

Roger Forrester was asked to be the Plenary Speaker for the conference track, and committee members were asked for any suggestions they may have for a mature worker that could also present their story as part of the plenary session.

The Conference Track handout was extensively reviewed, and group discussion included several suggestions for specific groups to contact when exploring possible speakers, as well as specific groups to contact when doing outreach for conference attendance. The Chair of the MWC, George Evanoff, recommended Paul Herrmann as the presenter for the Mature Worker Friendly Employer Certification session for the conference. Committee members were asked to provide any specific suggestions for speakers, including mature workers, to the Council office by the end of the day, Tuesday, February 12, 2008.

It was noted that the conference flyer designed to provide information on the Mature Workforce track of the event has been shared with all committee members. Participants were asked to share the flyers with employer and employee groups and workforce organizations in their communities, as appropriate.

The Web Portal will be the focus of one of the conference breakout sessions. Mr. George Thorne, Director of Government Partnerships for Jobing.com, noted that, with the leadership of the Council, the agreement is now in place between Jobing.com and the Council. This arrangement will allow the Council to reach out to One-Stops, educational centers, etc., as well as share information about the Mature Worker Friendly Employer Certification, job fairs, employment opportunities for mature workers, etc.

Sub-Committees Meet

The Employer Certification Sub-Committee and the Resource & Communications Sub-Committee met in their individual groups for approximately 50 minutes.

Report Out & Vote on Motions from Sub-Committees

Mature Worker Friendly Employer Certification Sub-Committee:-

Paul Herrmann reported that the employer training being developed by Pima Community College is well underway, and it is expected to be finalized by the end of March. The sub-committee is also planning to develop a 3-4 minute video, on DVD, which will highlight the Arizona Mature Workforce Initiative and provide information about the initiative overall and the employer certification.

Resource & Communications Sub-Committee:

Joel Millman, co-chair of the RCSC, reported on the sub-committee's discussion, and provided the committee with a handout showing the preliminary design for the web portal. The design was reviewed in sub-committee. Mr. Millman announced that the RCSC will be meeting at the Jobing.com office on February 15, at 1:00 pm, to continue to discuss the specific design and layout of the planned web portal. MWC members are asked to share any specific suggestions for the portal design to Ms. Trobia at the Council office, by Wednesday, February 13. It was noted that the goal is to have a workable web portal in operation by the time the Governor's Conference on Aging is held.

Mr. Millman noted that a "communication plan" will need to be developed, whereby committee members and community groups will be able to provide updated information on an on-going basis for inclusion in the mature workforce website.

Other Updates, New Business & Announcements

- Dennis Cleveland announced that the Maricopa Workforce Connection One-Stop in Gilbert will be hosting a job fair on March 14. The job-seekers who are expected to attend the fair are ex-offenders, and the employers that exhibit at the job fair have shown their interest in exhibiting at this particular fair. There will be no exhibitor fees for participating employers. Mr. Cleveland also noted that the Boomer and Beyond Job Club is interested in promoting the public's attendance to the meetings. Persons may contact Mr. Cleveland for further information.
- Ms. Starns reported that eight organizations in Arizona were recently awarded a "JumpStart the Conversation" grant. Some of the organizations who received the grant include the Pinal-Gila Council for Senior Citizens, which is planning on beginning conversations with the local Chambers of Commerce, and East Valley Senior Services, which has formed a steering committee under the leadership of Dan Taylor. The committee is planning to meet for the next six months and explore options for mature workers in the East Valley. Sharon Gartner, of the United Way of Tucson and Southern Arizona, announced that their agency was also a recipient of a Jump Start grant, as was the Pima Council on Aging for their Mature Worker Connection program. The committee joined Ms. Starns in congratulating the recipients of the grants.

- Todd Aahkus, Rio Salado College, announced that the Horizons television program on KAET, in the Phoenix area, will be airing a three-part series highlighting 50+ workers. The series will air on February 25, 26 and 27.

Action Items

- Committee members are asked to provide any specific suggestions for speakers, including mature workers, to the Council office by the end of the day, Tuesday, February 12.
- Committee members are asked to share any specific suggestions for the portal design to the Council office, by Wednesday, February 13.

Adjournment

Meeting adjourned at 2:01pm.

Next Meeting

The next committee meeting will be Thursday, March 6, 2008 in the Second Floor Conference Room of the State Capitol Executive Tower located at 1700 West Washington, Phoenix. These meetings are open to the public.